19 August 2009

Dear Ella,

During the last five weeks, 350Below has been working on the first iteration of the 350 project. We have followed the Agile Development Methodology which follows various processes to ensure that issues with any stakeholders are addressed. The Agile Development Methodology has helped us define the scope of the project taking into consideration our time allowances, and familiarising ourselves with exactly what 350 is about, and how we can assist the project. We have also researched the cause of the 350 project and researched what an appropriate outlet would be to get the message of 350 out there. We have also identified the stakeholders and the functional requirements associated with the final project scope.

**Our current understanding of the project brief can be summarised by these identified functional requirements. The solution must:**

* Conserve environmental and energy resources
* Educate on climate change / global warming / sustainable living and importance of 350.org
* Information dissemination
* Labelling of Carbon producing products
* How to grow sustainable, renewable sources of food (vegetables).
* Be fun for the user
* Inform those without access to 350.org or those who do not know
* Make an impact (visual), impressionable on public
* Connect dots between existing information
* Link information to action
* Make Dunedin event an example to New Zealand, govt.

**In researching a solution for you we have considered the following options:**

* A game that the user can interact with allowing the user to compete with their friends for the highest score. This will also educate the user on what 350 is.
* A video on what 350 is about.
* A game that the user learns what 350 is about with interactive videos and songs.
* A Plug-in for Firefox.
* A 350 Tips Application, that each day displays a new tip for reducing carbon emissions.

**We have the following deliverables for your review and opinion:**

* A brief summary of the project.
* A prototype of the game, this will include some of the animations and the general layout of the program that we are planning to make.
* Full product proposal.

If you would like more information on the progress we have made please visit <http://bitweb.tekotago.ac.nz/wiki/index.php?title=350Below> . This is the wiki website that we use to upload and edit all the progress we have made so far.

Yours sincerely,

[Julian Robinson](http://bitweb.tekotago.ac.nz/wiki/index.php?title=User:Robinjc1)

[Wepiha Te Ata](http://bitweb.tekotago.ac.nz/wiki/index.php?title=Wepiha_Te_Ata)

[James Bird](http://bitweb.tekotago.ac.nz/wiki/index.php?title=James_Bird)